

DR WHO and the DALEKS SWEET CIGARETTES

In 1964, Paramount (Laboratories) Ltd of Slough approached BBC Enterprises for a licence to produce sweet cigarettes featuring Doctor Who and the Daleks under their Cadet Sweets trading brand, with each pack of ten sticks containing a collectable story picture card.

Although eventually marketed as being an overall "series of 50" on the cards themselves, there were actually two separate stories in the final set that ran one after the other. The first of these, *Dr Who and the Return of the Daleks*, was outlined in October 1964 and took up the initial 25 cards. Drawn by Richard Jennings (whose artwork graced Panther's *The Dalek Book*, released in September 1964) this adventure saw the Daleks battling another of Terry Nation's Doctor Who creations, the Voord. It was indicated that a second, unnamed 25-card story was planned, again featuring the Daleks or the Voord, but this time with cowboys.

Ultimately, the idea of using either the Voord and cowboys was dropped from the second story, with the Doctor helping the Daleks on Skaro to shut down one of their own out-of-control machines that is threatening to destroy the planet. This second story ran directly on from the first, covering cards 26 to 50. Although there was some concern that this second adventure featured the two-headed swamp creature, the Horrorkon from *The Dalek Book* (directly referenced on card #33), the main bone of contention was the use of the golden Emperor Dalek, which had also featured in the annual and which would later become a regular character in the *TV Century 21* comic strip, *The Daleks*.

Records indicate that the sales made between April 1965 and May 1966 totalled 6637 cases. With each case containing 72 packets, it means that around 477,864 separate boxes of sweets cigarettes were sold in that 13-month period, netting BBC Enterprises just over £628 profit.

With thanks to Chris Hill, Colin Young and Mick Hall

DR WHO and the
DALEKS
SWEET
CIGARETTES



DALEKS
SWEET CIGARETTES

DR WHO
and the
NET WEIGHT 2/3 OZ.

Made in England by
CADET SWEETS, SLOUGH, BUCKS

Ingredients
Sugar, corn syrup, corn starch,
hardened palmkernel oil, gelatine,
certified artificial flavours and
colours.

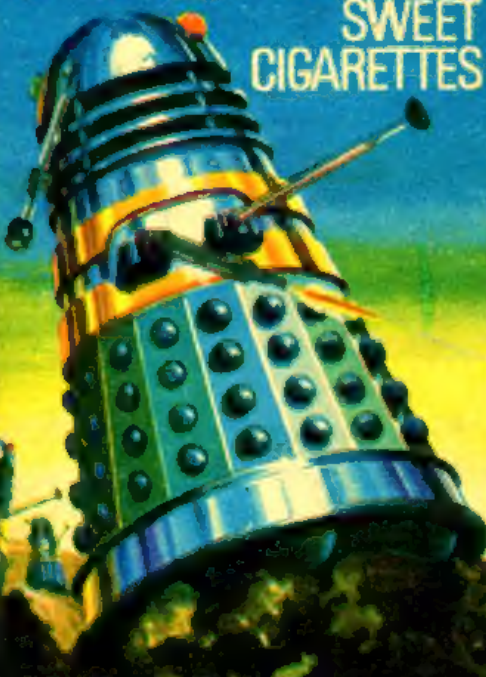


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DR WHO and the
DALEKS
SWEET CIGARETTES







Collect the exciting series of Dalek picture cards

DR. WHO and the

DALEKS

SWEET CIGARETTES



Collect the exciting names of Dalek picture cards

DR. WHO and the

DALEKS

SWEET CIGARETTES

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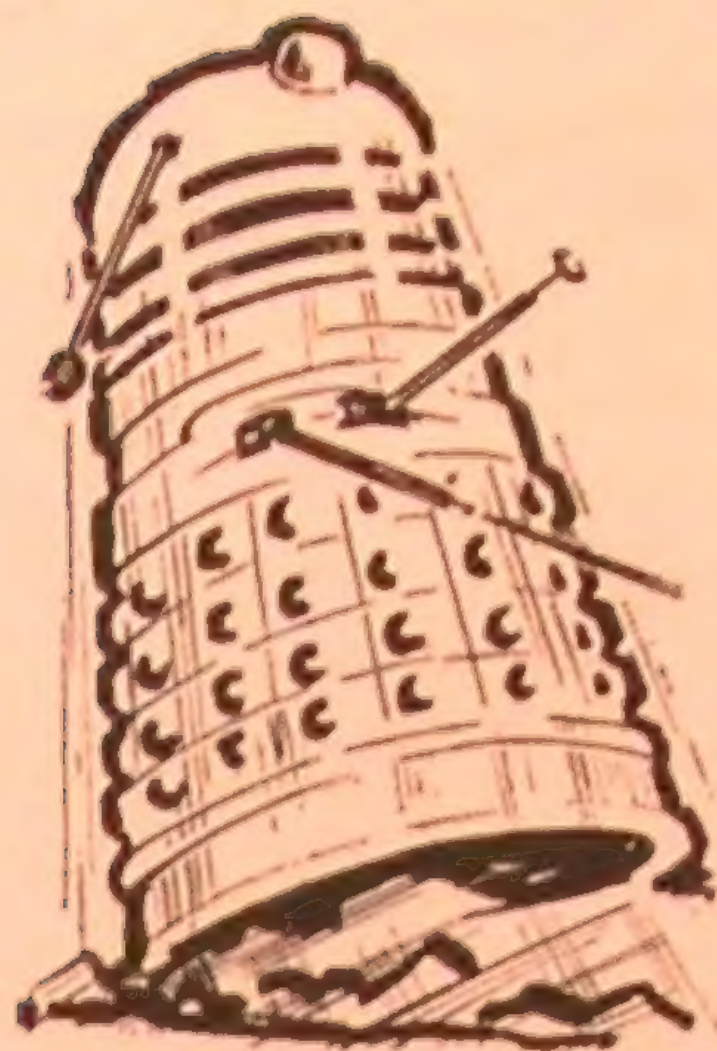
Contents of carton
72 packets of 10

MADE BY CADET SWEETS TRADING ESTATE SLOUGH BUCKS

DALEK'S SWEET CIGARETTES



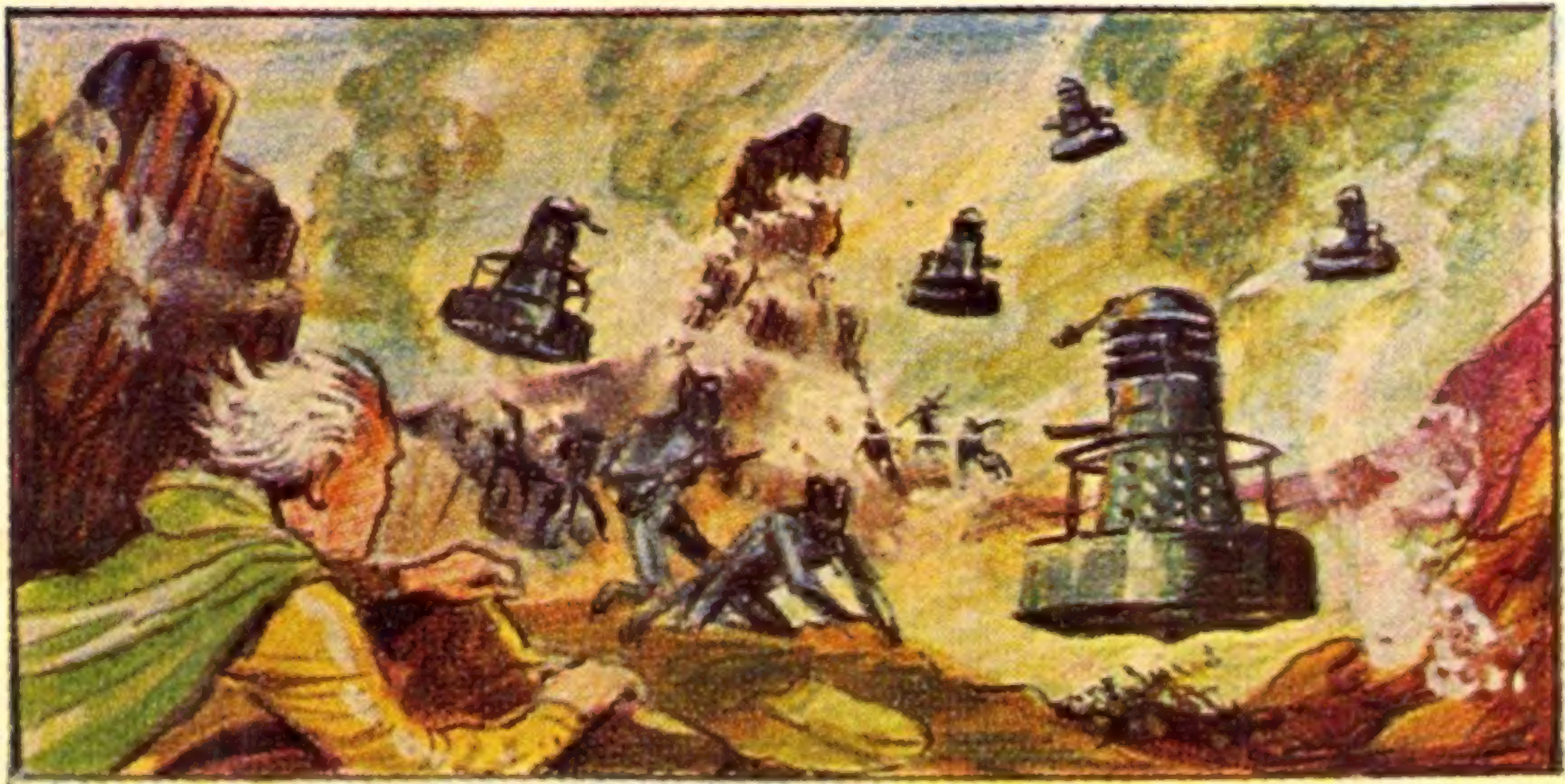
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A COLOURED CARD IN
EVERY PACKET, EACH
CARD ONE OF A SERIES
OF 50 CARDS SHOWING
THRILLING NEW ADVEN-
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SPECIAL ALBUM OFFER

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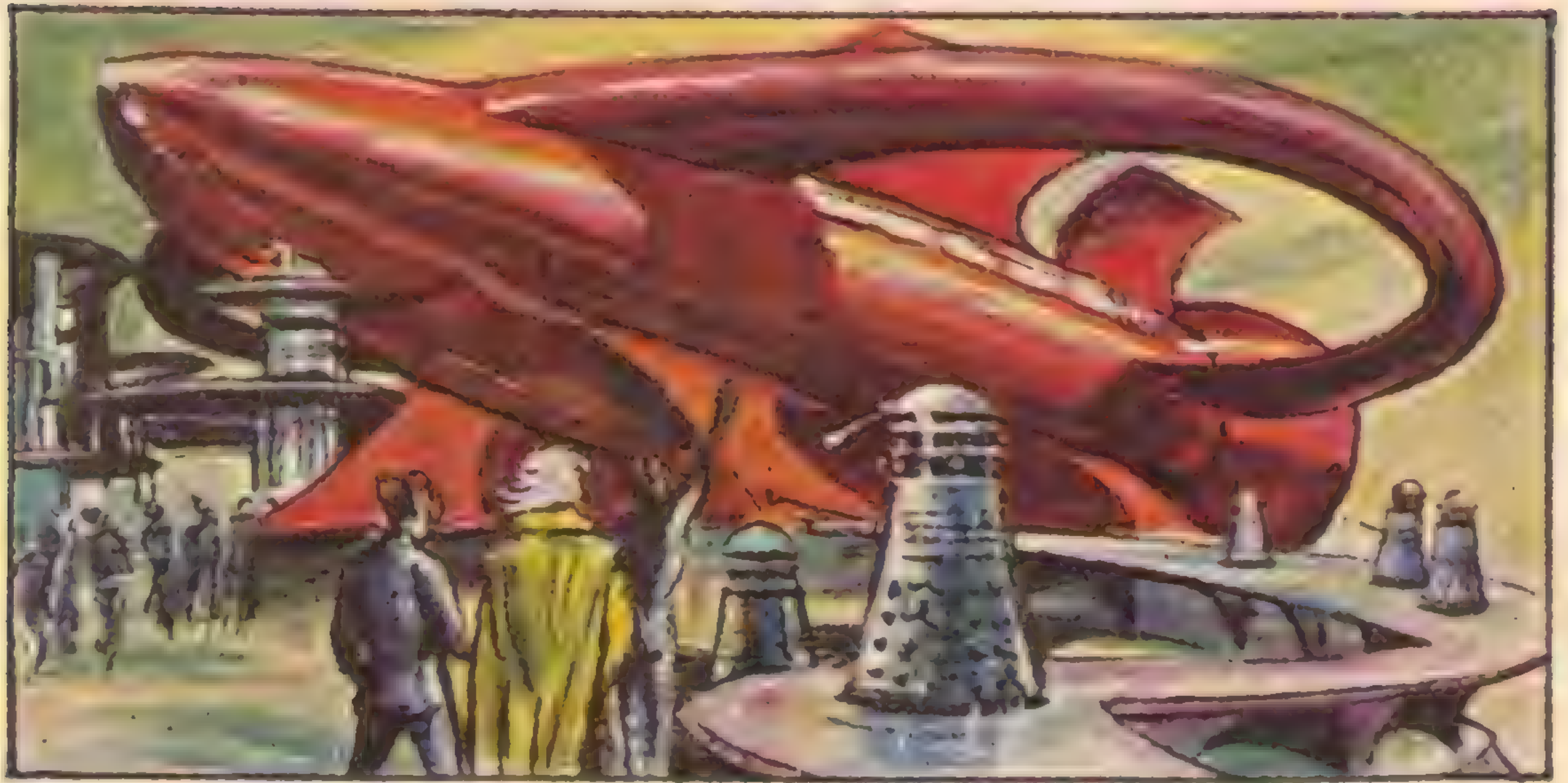
DOCTOR WHO AND THE DALEKS

A Series of 50

No. 1

"Dr. Who" travels to Marinus, planet of the Voords. He is astonished to find Daleks fighting Voords. Daleks find that Voords are planning to travel to earth in search of a mysterious power. They join forces.

Cut out the words "Dr. Who and the Daleks" on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 2

The Voords have constructed a special spaceship but haven't the knowledge to travel the vast distance in space and time. "Dr. Who" is captured and forced to disclose secret of Ultkron travel (Ultra Chronos — beyond time which is above speed of light).

Cut out the words "Dr. Who and the Daleks" on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS,** Trading Estate, **SLOUGH,** Bucks., for an album.



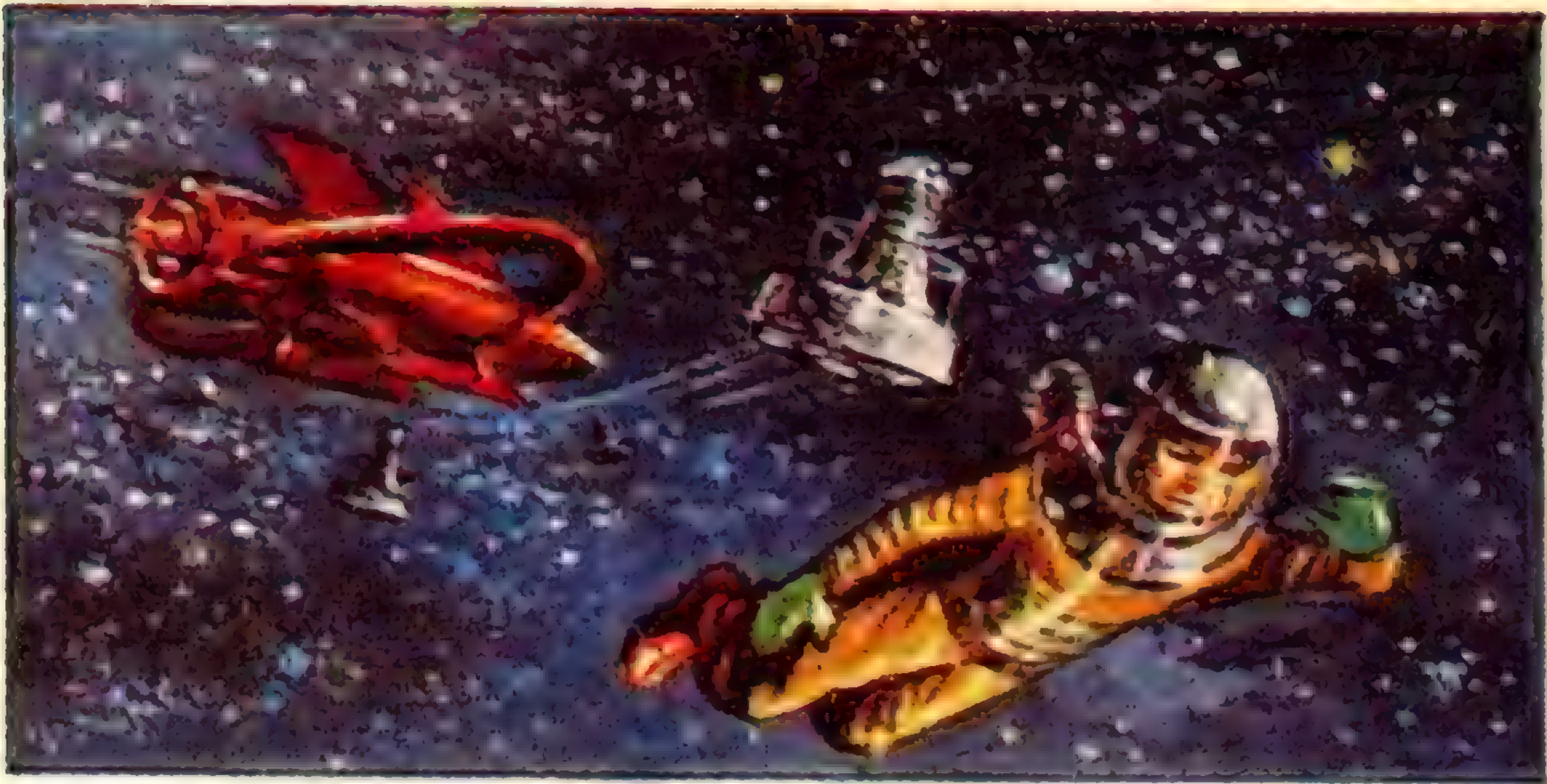
DOCTOR WHO AND THE DALEKS

A Series of 50

No. 3

The spaceship sets off — approaching speed of light, "Dr. Who" threatens to pull the vital lever (which would disintegrate the ship). The Daleks are confused, but Voords overpower "Dr. Who."

Cut out the words "Dr. Who and the Daleks" on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 4

"Dr. Who" is set adrift in space, but Daleks rescue him for their own ends. They keep him secretly in part of the spaceship.

Cut out the words "Dr. Who and the Daleks" on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 5

"Dr. Who" is startled to learn that the Daleks and Voords are planning to reach our solar system. He escapes and sends signal to earth.

Cut out the words "Dr. Who and the Daleks" on the packet. Send in 5 of these and postal order for 1/- with your name and address to CADET SWEETS, Trading Estate, SLOUGH, Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 6

" Dr. Who " hides as Voords rush into transpace message room. Just in time they leave, as answer flashes back from earth.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to CADET SWEETS, Trading Estate, SLOUGH, Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 7

" Dr. Who " at transpace radio—" Which planet is spaceship making for ? " ' Dr. Who ' has no idea but tells earth to warn all planets. Then the Daleks imprison him again.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to CADET SWEETS, Trading Estate, SLOUGH, Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 8

Earth Space Station—Scientists at instruments—they have lost track of Dalek spaceship — chief scientist decides there is no chance of Daleks reaching earth. They take only minor precautions.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 9

Passing Saturn — Grand
Space view seen through
windows of spaceship.
Daleks plan to destroy the
Voords, but "Dr. Who"
overhears their plans.

Cut out the words "Dr.
Who and the Daleks" on
the packet. Send in 5 of
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address to CADET SWEETS,
Trading Estate, SLOUGH,
Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 10

" Dr. Who " attracts attention of Chief Voord—The Voord is astonished to discover " Dr. Who " is still in the ship. Voords are told of the Daleks plan and round up the Daleks—but a Dalek hides.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 11

Approaching earth, the free Dalek attacks Voord guards — frees other Daleks — great fight between Daleks and Voords.

Cut out the words "Dr. Who and the Daleks" on the packet. Send in 5 of these and postal order for 1/- with your name and address to CADET SWEETS, Trading Estate, SLOUGH, Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 12

" Dr. Who " climbs into escape capsule as fight continues—the ship's power centre is hit by Dalek ray-gun — ship disintegrates and " Dr. Who " shoots out in capsule.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



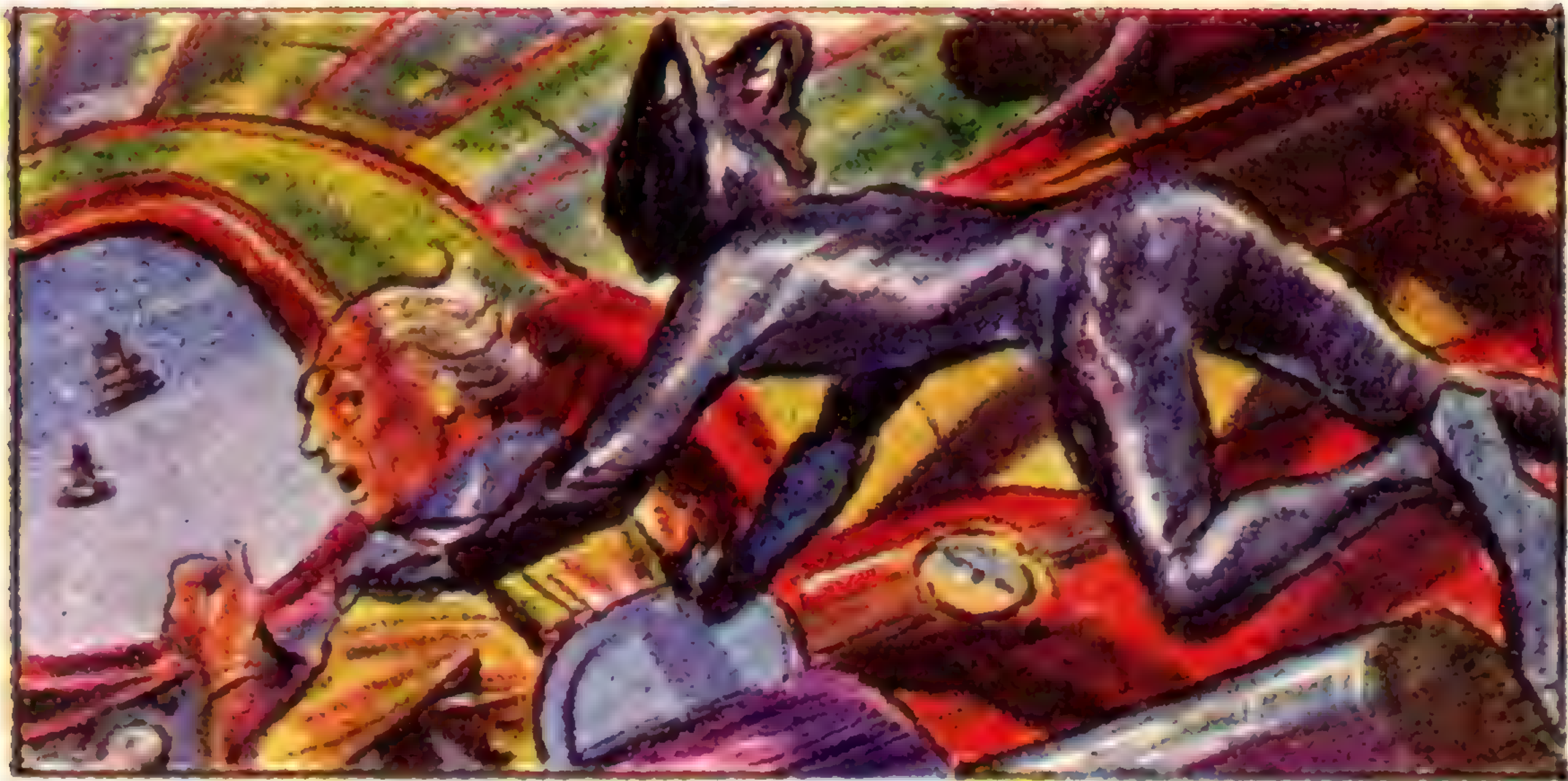
DOCTOR WHO AND THE DALEKS

A Series of 50

No. 13

" Dr. Who " (shooting towards earth) tunes in his space scanner and sees Daleks on their Hoverbouts (the transolar discs)—but Voords have been destroyed.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 14

" Dr. Who " is trying to contact earth with the capsule's radio when a Voord leaps on him—this Voord had already hidden in the capsule—he is the Chief Voord with the knowledge of the Great Power that could be gained from earth (see card one).

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to CADET SWEETS, Trading Estate, SLOUGH, Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 15

The Daleks on their Hover-bouts see that the capsule is heading for South American Jungle (the exact area must be left vague)—they follow the capsule. Earth space H.Q. orders space fighters to intercept.

Cut out the words "Dr. Who and the Daleks" on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 16

Space fight — many Daleks destroyed, but capsule lands in jungle—remaining Daleks land nearby—earth fighters have to break off encounter.

Cut out the words "Dr. Who and the Daleks" on the packet. Send in 5 of these and postal order for 1/- with your name and address to CADET SWEETS, Trading Estate, SLOUGH, Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 17

Voord and "Dr. Who" climb from capsule, "Dr. Who" rescues Voord from aligator — in return the Voord agrees to help "Dr. Who" locate and fight the Daleks.

Cut out the words "Dr. Who and the Daleks" on the packet. Send in 5 of these and postal order for 1/- with your name and address to CADET SWEETS, Trading Estate, SLOUGH, Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 18

" Dr. Who " and Voord find Daleks and hear their plan — there is a certain type of mushroom, which was used by Inca Priests. It gives superhuman powers. " Dr. Who " realises that if the Daleks take the juice of these fungi into their brain cells, their brain power will be so great, they will outwit any power used against them.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to CADET SWEETS, Trading Estate, SLOUGH, Bucks., for an album.



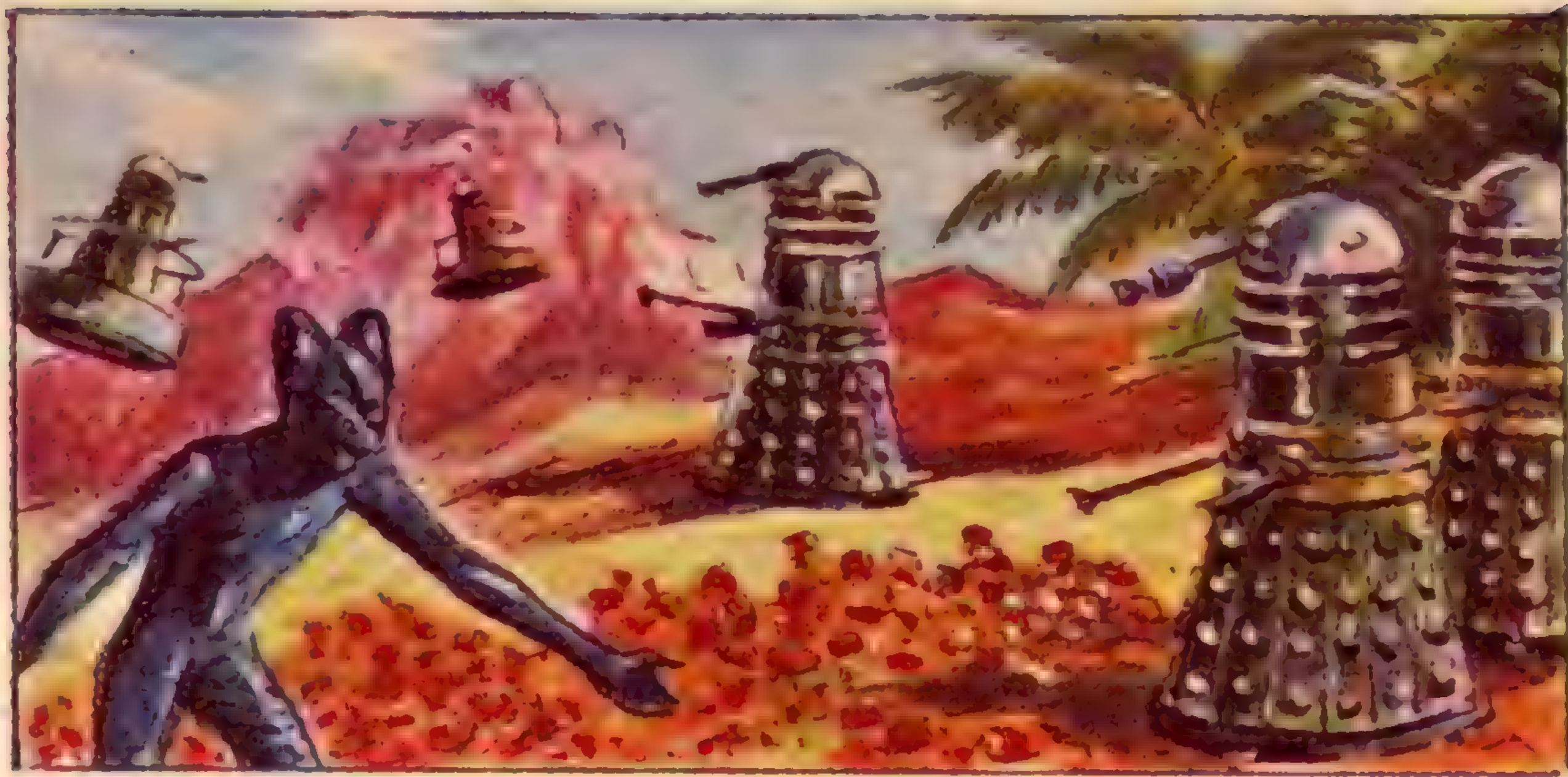
DOCTOR WHO AND THE DALEKS

A Series of 50

No. 19

Daleks set out on their search for these mushrooms—blasting down jungle as they go. The Chief Voord (with "Dr. Who") has the secret of the true fungi—"Dr. Who" tells the Voord to contact Daleks and lead them to the deadly mushrooms.

Cut out the words "Dr. Who and the Daleks" on the packet. Send in 5 of these and postal order for 1/- with your name and address to CADET SWEETS, Trading Estate, SLOUGH, Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 20

The Voord meets the Daleks—explains that he survived and knows the secret of the mushrooms. He leads them to the mountain of the deadly fungi—the Daleks take in the juices.

Cut out the words "Dr. Who and the Daleks" on the packet. Send in 5 of these and postal order for 1/- with your name and address to CADET SWEETS, Trading Estate, SLOUGH, Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 21

" Dr. Who " has followed and watches aghast as the Daleks shout with excitement — their brain power has been increased ! . They have become aware, by this power, that an earth fighter fleet is approaching. They plan to ambush it—" Dr. Who " thinks that Voord has double crossed him.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to CADET SWEETS, Trading Estate, SLOUGH, Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 22

The Daleks lurk behind mountain peaks as fighter fleet approaches — the Voord is kept on the hoverbout of a Dalek — "Dr. Who" can do nothing to warn the earth fighters.

Cut out the words "Dr. Who and the Daleks" on the packet. Send in 5 of these and postal order for 1/- with your name and address to CADET SWEETS, Trading Estate, SLOUGH, Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 23

The Daleks swoop down on the unprepared fighters—in the first dive, half the fleet is destroyed. It seems that nothing can stop their onslaught—this new power enables them to anticipate every action of the earth pilots.

Cut out the words "Dr. Who and the Daleks" on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 24

Close-up of "Dr. Who," delighted. He watches as the Daleks fall from their hoverbouts — the deadly mushrooms have destroyed them—the Voord had kept to his bargain but was killed as the hoverbouts crashed.

Cut out the words "Dr. Who and the Daleks" on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



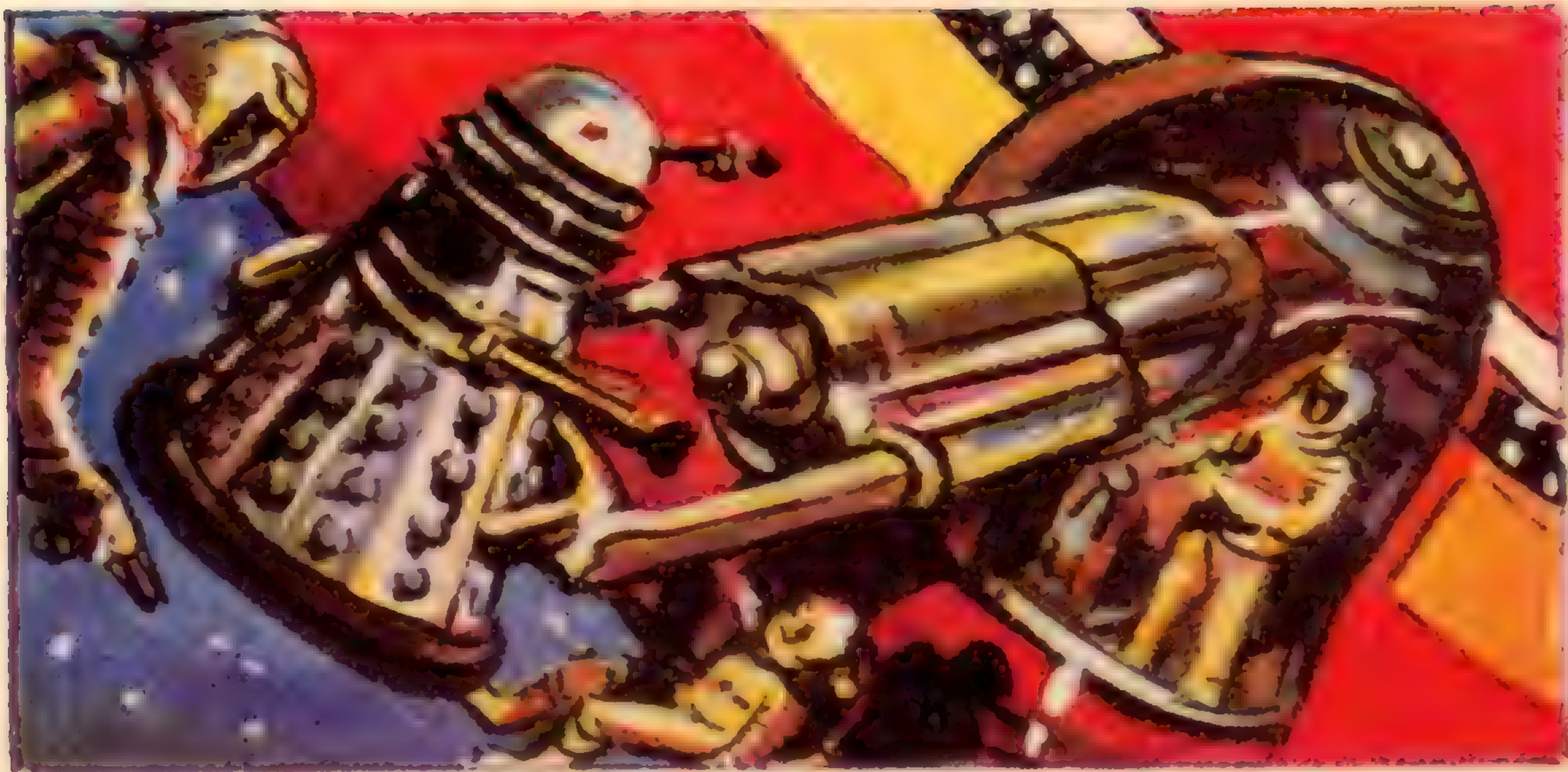
DOCTOR WHO AND THE DALEKS

A Series of 50

No. 25

" Dr. Who " inside one of the earth craft heading back to England. Earth had been saved from a Dalek conquest, not by great scientific forces—but by a simple jungle fungus !

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to CADET SWEETS, Trading Estate, SLOUGH, Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 26

In the little known depths of hyperspace an Earth-bound spaceship finds a lone Dalek moving alongside them. The crew capture the Dalek who seems unconscious . . . at least it utters no sound and offers no resistance.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



DOCTOR WHO AND THE DALEKS

**A Series of 50
No. 27**

The spaceship continues its journey through the vast silent stretches of starlit space, until planet Earth is sighted. It goes into free-fall then checks its descent with retro rockets. The radio crackles with excited voices as Space H.Q learn that a Dalek is aboard.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



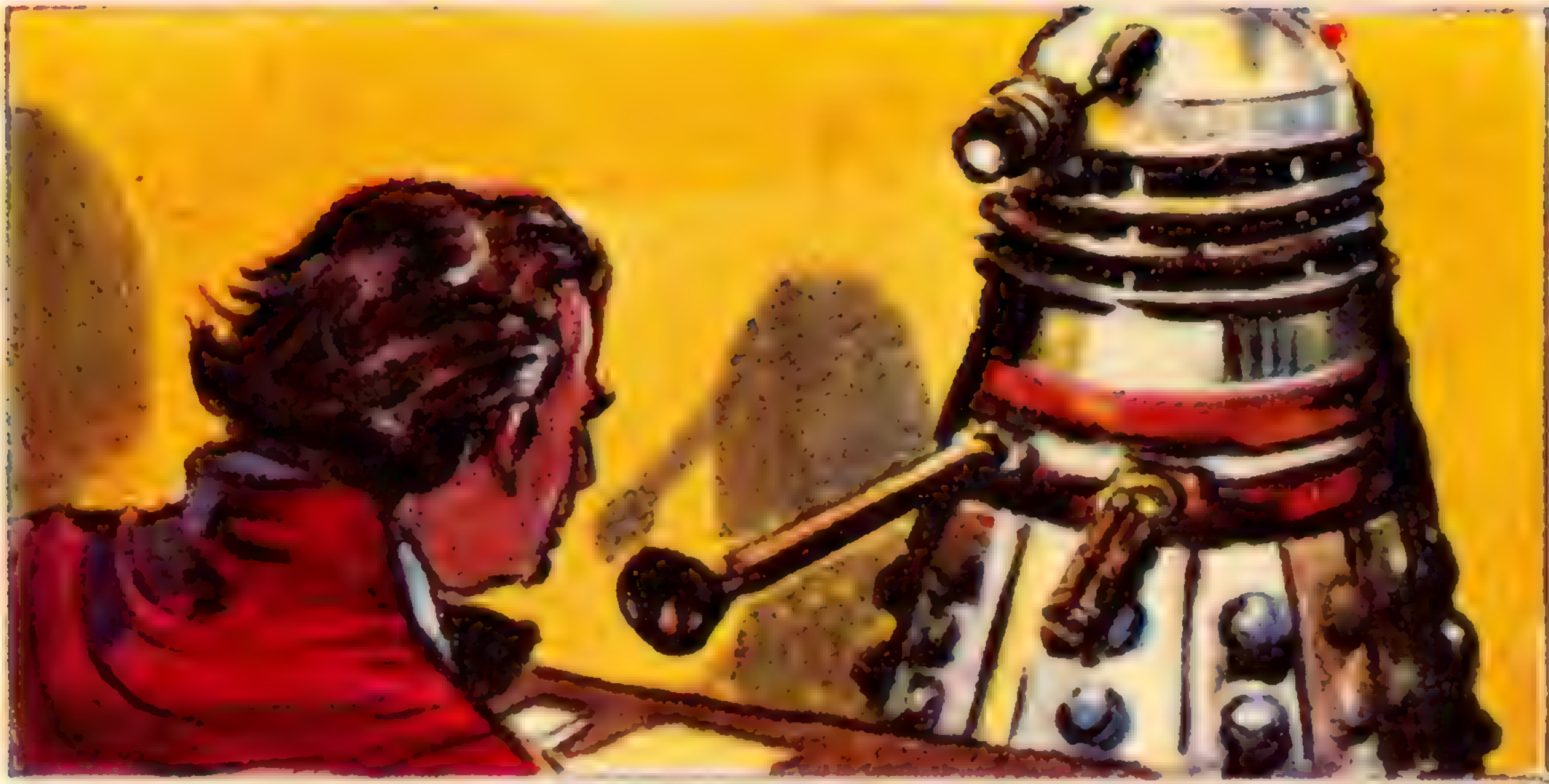
DOCTOR WHO AND THE DALEKS

A Series of 50

No. 28

The president and council meet to question the Dalek, but it will say nothing. Dr. Who arrives and the Dalek immediately shows interest. Dr. Who is given permission to talk to the Dalek in private.

Cut out the words "Dr. Who and the Daleks" on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50
No. 29

Dalek tells Dr. Who that he had allowed himself to be captured as he wanted to be taken to Earth, to bring a message to Dr. Who from the Dalek emperor. Message is that they need Dr. Who on their planet Skaro. Dalek will not explain why, but Dr. Who learns that a terrible force will be unleashed unless he can stop it.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS,** Trading Estate, **SLOUGH,** Bucks., for an album.



DOCTOR WHO AND THE DALEKS

**A Series of 50
No. 30**

Realising the urgency, Dr. Who has no time to arrange for official permission, so he smuggles Dalek aboard a spacefighter which is fueled-up and ready for instant take off. Dr. Who informs control that he must take off on a top priority mission. Dalek is securely fastened in control cabin and spaceship zooms away from Earth.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50
No. 31

Travelling on full emergency thrust, the spaceship streaks through the eternal night and they lose all sense of time. Approaching planet Skaro, they are startled to see a group of Daleks hurtling towards them on their transolar-disks. Dr. Who cannot contact them with his radio. They are obviously hostile.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS,** Trading Estate, **SLOUGH,** Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 32

The Dalek squadron is a patrol that has returned from a distant journey and know nothing about the calamity that is overtaking Skaro. . . So, seeing an Earth spaceship, they automatically attack . . . There is a space-dogfight in which Dr. Who's ship is shot down.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS,** Trading Estate, **SLOUGH,** Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 33

They crash land in the area of the monsters. Dr. Who and the Dalek fight desperately against these two-headed creatures (see Dalek Book). They escape and Dalek is able to get contact with his H.Q.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to CADET SWEETS, Trading Estate, SLOUGH, Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 34

The emperor despatches a squadron of Daleks to pick up Dr. Who. He is rescued and brought to the Dalek capital.

Cut out the words "Dr. Who and the Daleks" on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 35

In the great council chamber, the emperor explains . . . They have built a super machine brain that is greater than anything ever devised in the whole universe . . . but it has gone out of control . . . they are terrified. Can Dr. Who find a way of destroying it ?

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



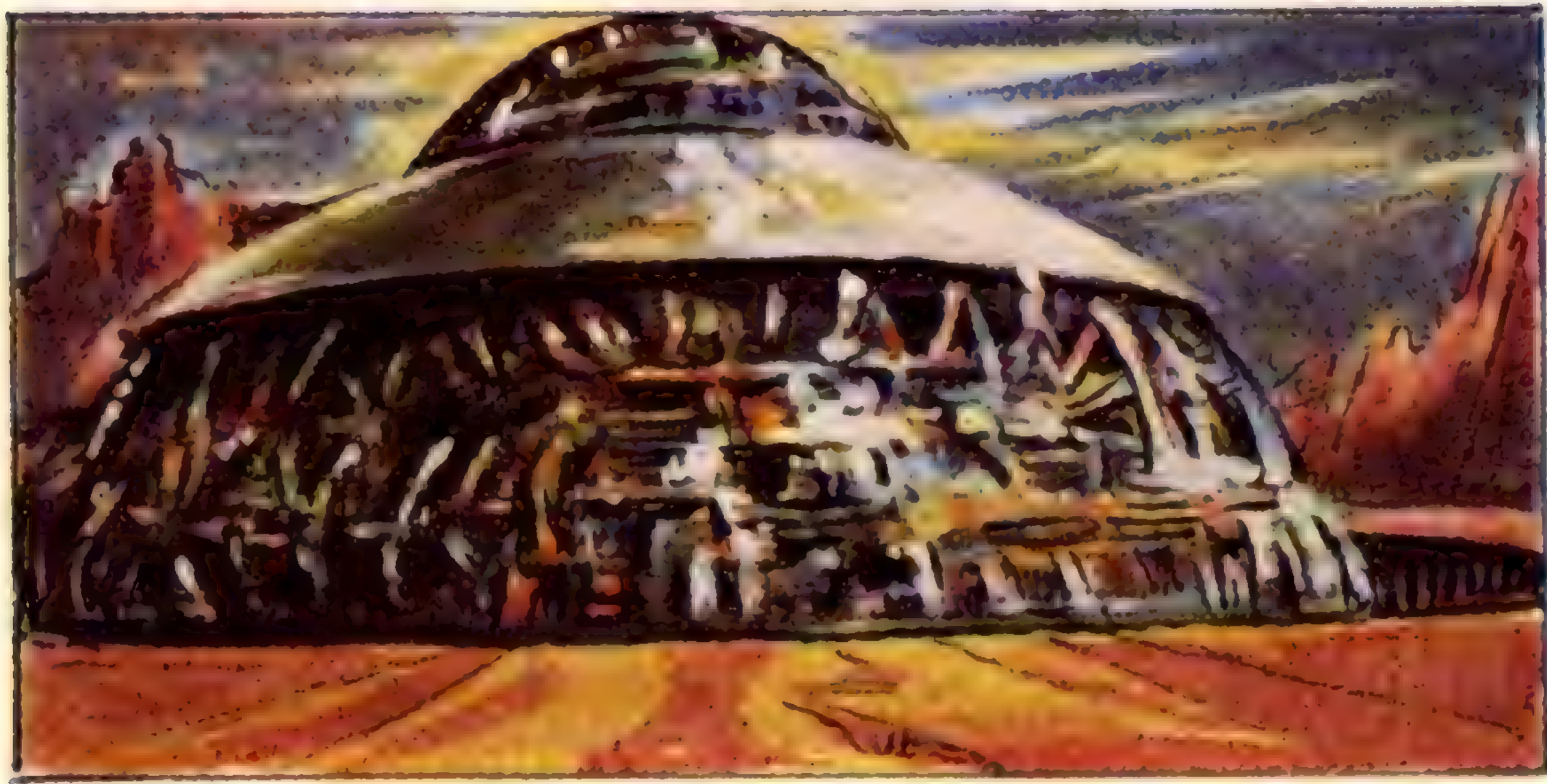
DOCTOR WHO AND THE DALEKS

A Series of 50

No. 36

Dr. Who is taken to the vast area where it has been built. It squats in the desert, a great mound of pulsating energy that seems to be waiting for the moment when it will destroy the planet.

Cut out the words "Dr. Who and the Daleks" on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS,** Trading Estate, **SLOUGH,** Bucks., for an album.



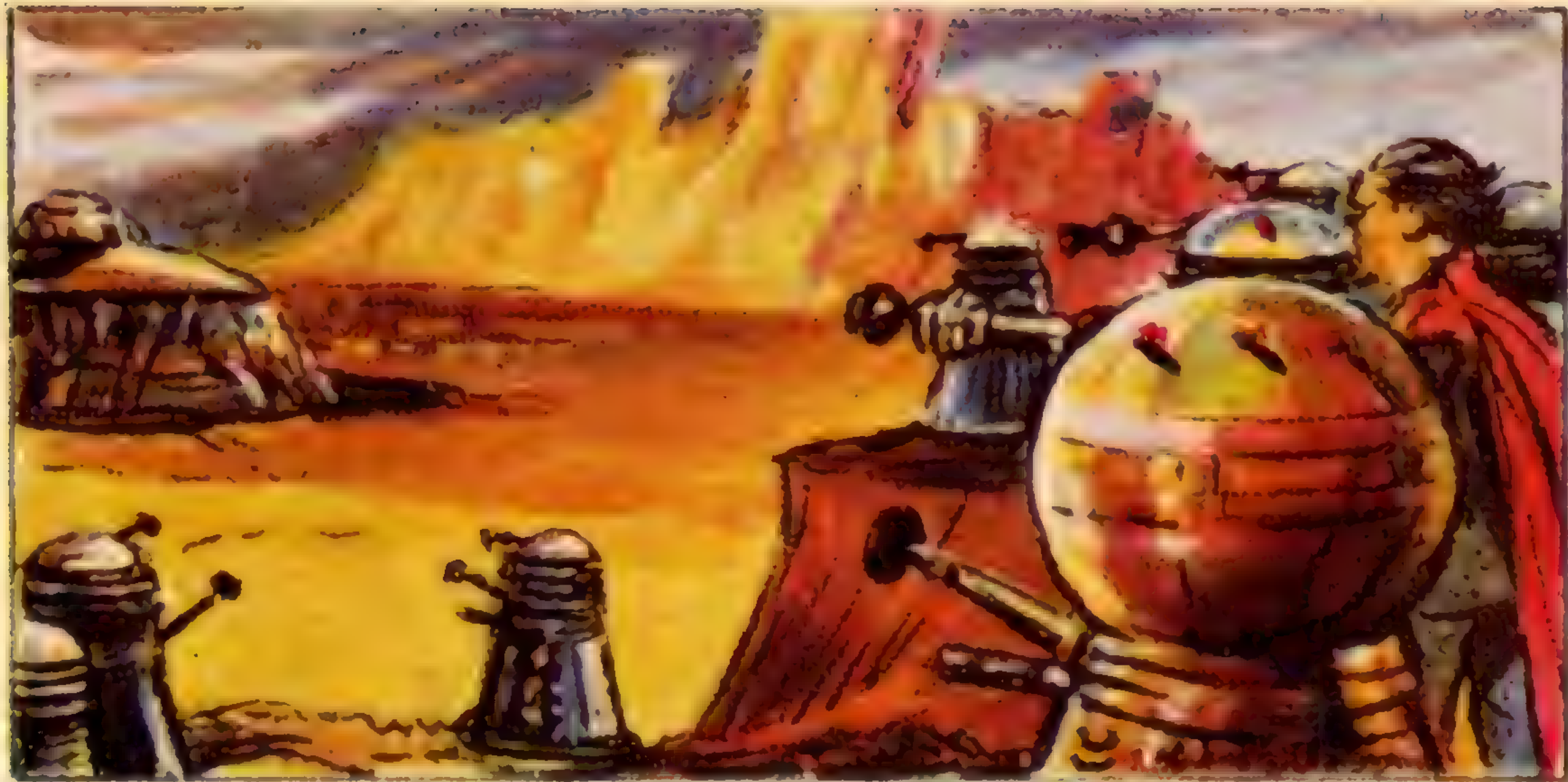
DOCTOR WHO AND THE DALEKS

A Series of 50

No. 37

Emperor tells Dr. Who that the scientists who built it ordered it to produce great quantities of Neutronium (the most dangerous nuclear substance) . . . that was their last order to the machine because the machine destroyed the scientists. Now no-one knows how to stop the machine.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS,** Trading Estate, **SLOUGH,** Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 38

Emperor orders a Dalek to approach the machine, telling Dr. Who to watch and see what happens. If the machine goes on producing the Neutronium, then this nuclear substance will soon reach its critical point and explode, blowing the planet to bits.

Cut out the words " Dr. VWho and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS,** Trading Estate, **SLOUGH,** Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50
No. 39

Dr. Who realises that if Skaro blows up it will release enormous clouds of radio-active dust that may reach Earth and destroy human life . . . He watches as the Dalek approaches the machine. Suddenly the throbbing machine brain shoots out death ray, vapouring the Dalek.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS,** Trading Estate, **SLOUGH,** Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 40

Emperor and Dr. Who take off in a hurry as the machine shoots out more rays. Emperor explains that the scientists who built it, also incorporated these death rays in it to prevent anyone meddling with it . . . but as the machine destroyed its creators, no-one can get near it to switch it off.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.

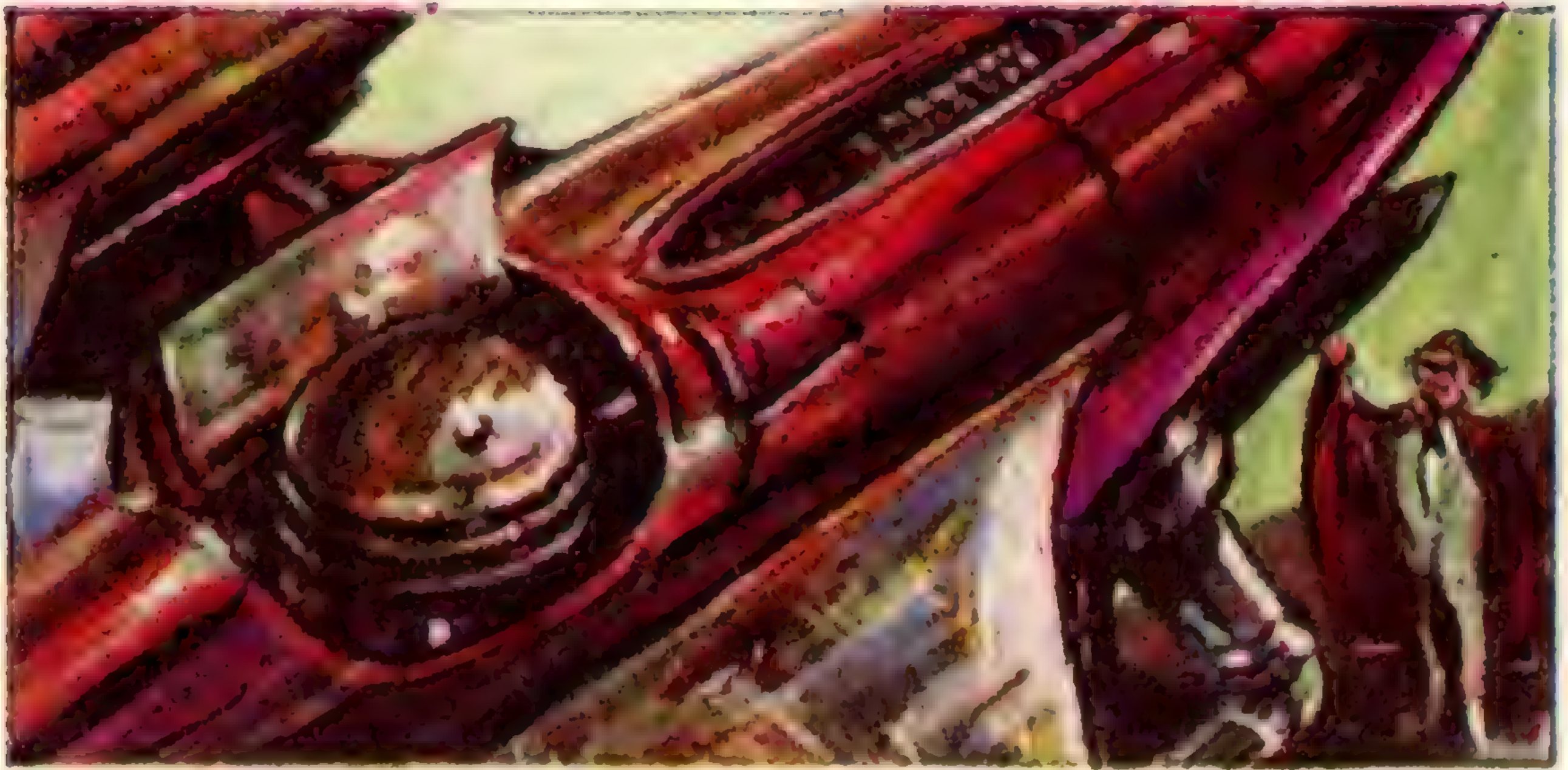


DOCTOR WHO AND THE DALEKS

A Series of 50
No. 41

Dr. Who and emperor discuss the dreadful situation. Emperor has calculated that the machine will have produced so much Neutronium that the great explosion will occur in exactly one hour, seventeen minutes and two seconds from now (by Earth time) . . . They had sent for Dr. Who in desperation. He sets his watch.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS,** Trading Estate, **SLOUGH,** Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 42

Dr. Who orders a Dalek suicide squadron to bomb the machine. The Daleks are quickly briefed, strapped into their rocket ships (which carry explosives that cannot set off the machine's Neutronium), and then take off with earsplitting roars.

Cut out the words "Dr. Who and the Daleks" on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



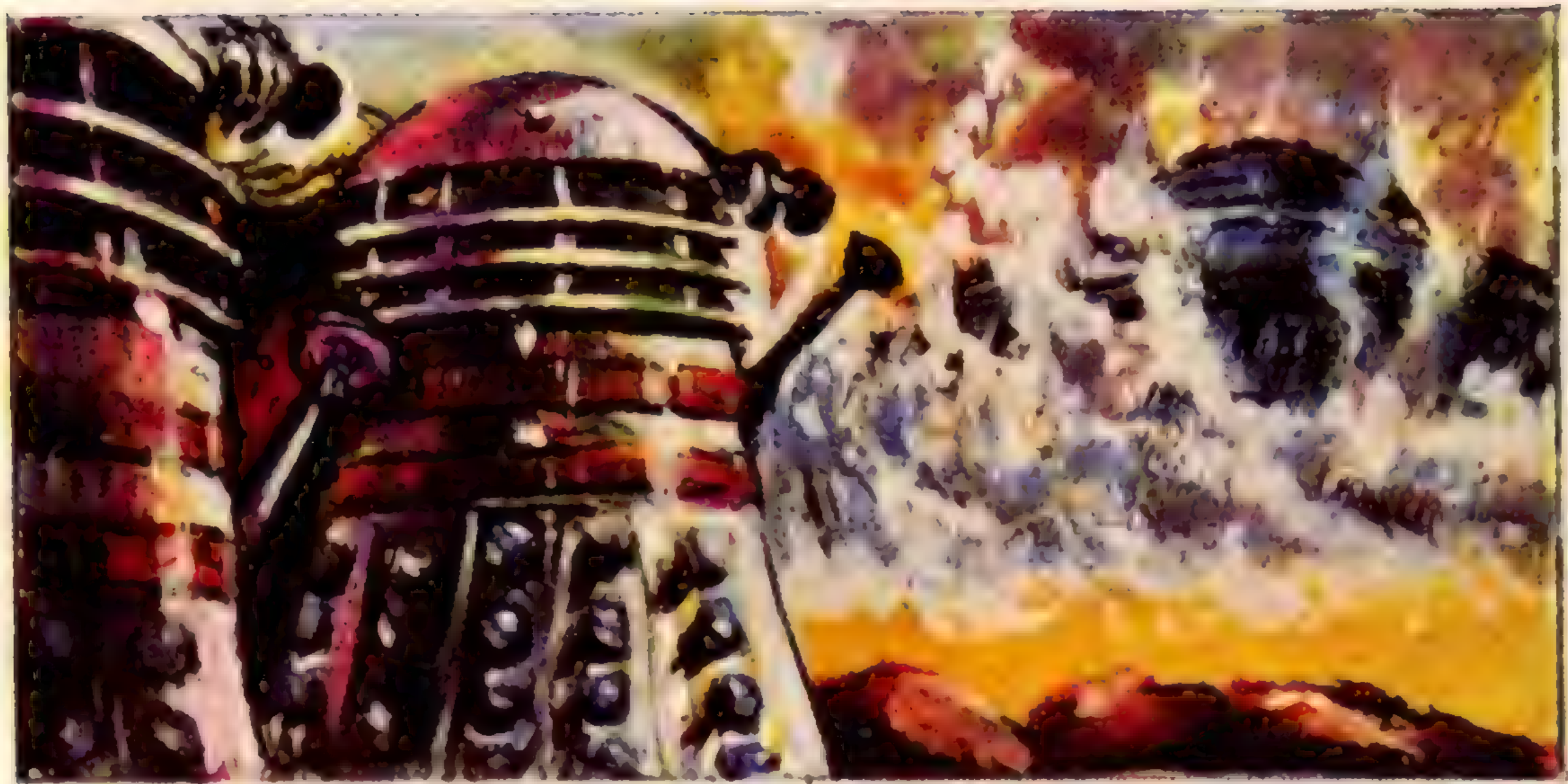
DOCTOR WHO AND THE DALEKS

A Series of 50

No. 43

One after another the Daleks dive straight at the machine. . . Smoke billows up from the explosions as the rocket-ships hurtle into the machine. Dr. Who admires the courage of these suicide Daleks as they destroy themselves in the effort to smash the terrible machine.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



DOCTOR WHO AND THE DALEKS

**A Series of 50
No. 44**

The smoke clears . . . A cry of dismay goes up from the watching Daleks. The machine is pulsating away as before. Emperor says the scientists must have made it of a new metal they had been experimenting with . . . only atomic weapons could destroy it, but nuclear explosions would set off the Neutronium.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 45

Dr. Who consults his watch . . . There is now only 9 minutes and 12 seconds before the catastrophic explosion. He orders the Daleks to stand back . . . there is one last hope and he must take this final gamble. He will approach the terrifying machine himself.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



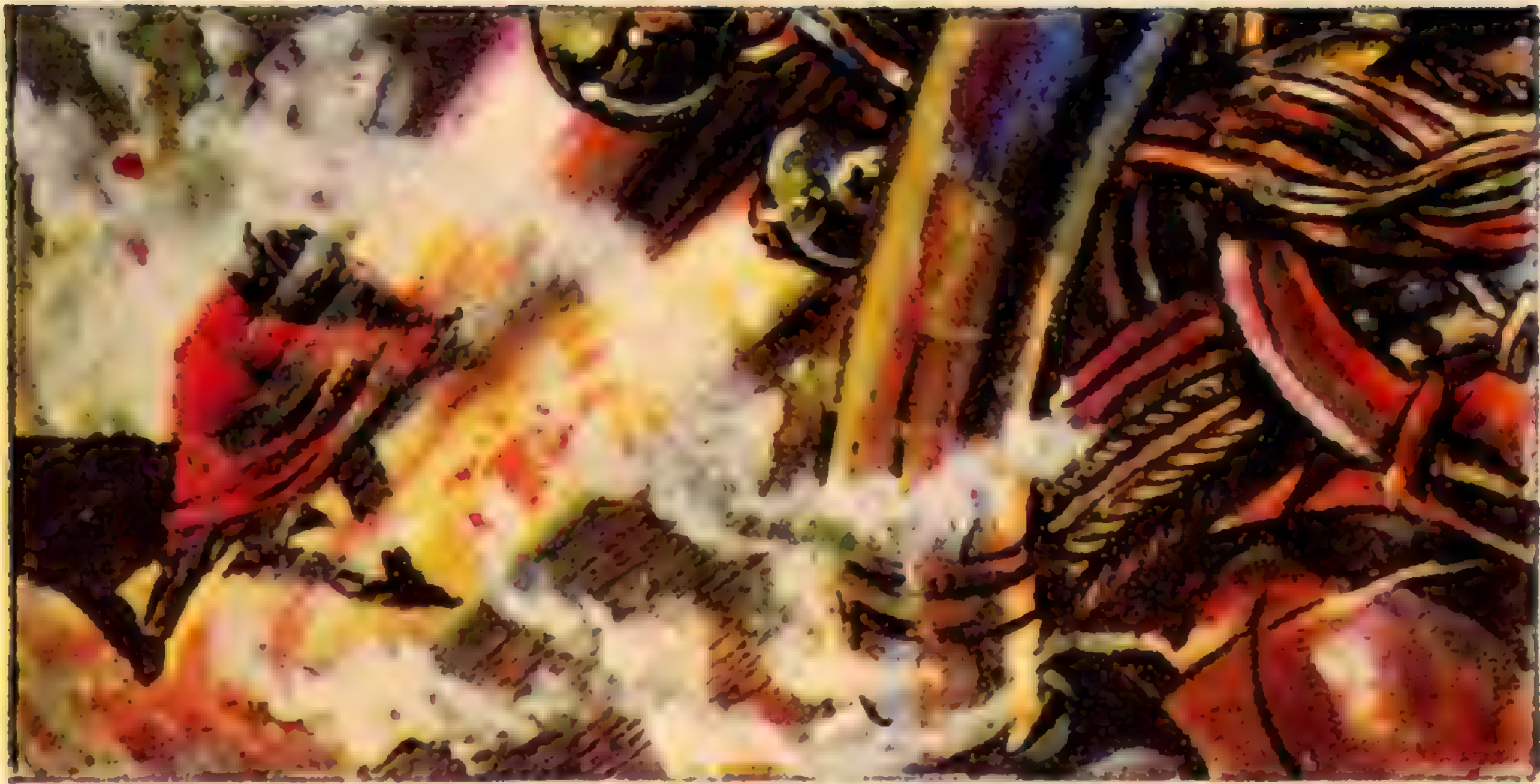
DOCTOR WHO AND THE DALEKS

A Series of 50

No. 46

Squeals of wonder and terror come from the Daleks as Dr. Who walks across the barren plain towards the awful machine. As if sensing its moment of devastating triumph is at hand, the machine throbs louder and glows brighter as the small helpless figure of Dr. Who approaches.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS,** Trading Estate, **SLOUGH,** Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 47

The great machine hurls its death rays at Dr. Who as he walks into its shadow. It seems to be quivering with rage and the lights flash in fury as the killer rays strike again and again at this tiny Earth creature . . . there are just ten seconds to go as Dr. Who searches for the main switch ! !

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS,** Trading Estate, **SLOUGH,** Bucks., for an album.



DOCTOR WHO AND THE DALEKS

A Series of 50

No. 48

Sparks and smoke swirl everywhere, and Dr. Who is engulfed in the flashing death rays as he reaches for the great lever in the last second. The dreadful machine-brain seems to give one shuddering screech of hatred as Dr. Who pulls in desperation at the lever which shuts off the terrible power.

Cut out the words " Dr. Who and the Daleks " on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS,** Trading Estate, **SLOUGH,** Bucks., for an album.



DOCTOR WHO AND THE DALEKS

**A Series of 50
No. 49**

Dr. Who stands back and watches the silent dead machine. It has no life and can produce no more of the destructive Neutronium. Planet Skaro has been saved, and no radioactive dust will reach Earth. A great shout of wonder goes up from the watching Daleks! Why was not Dr. Who destroyed?

Cut out the words "Dr. Who and the Daleks" on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.



DOCTOR WHO AND THE DALEKS

**A Series of 50
No. 50**

Dr. Who explains that the scientists who made the machine, made the death rays to destroy interfering Daleks. They could not have known that an Earth-man would go near the machine, so the death rays had no effect on humans . . . "apart from being hot," laughs Dr. Who at the banquet held in his honour that evening!

Cut out the words "Dr. Who and the Daleks" on the packet. Send in 5 of these and postal order for 1/- with your name and address to **CADET SWEETS, Trading Estate, SLOUGH, Bucks.,** for an album.

19th March, 1964

Walter Tuckwell, Esq.,
Walter Tuckwell & Associates Ltd.,
9 Hertford Street,
LONDON W. 1.

Dear Mr. Tuckwell,

As spoken with your secretary this morning I am enclosing a letter from Paramount Plastic Products Ltd., which I have just acknowledged and I have told them that I am forwarding it to you. In view of our conversation last Thursday, if the firm is any good, it could be just what we're looking for!

I am also enclosing the 44 photographs of the Daleks which you asked for, and the most recent schedule for Dr. Who, which should give you some idea of what to expect in future weeks. Series F seems to hold some promise.

Yours sincerely,



Ann Fitch
Assistant Merchandising

9th September 1964

Richard Culley, Esq.,
Walter Tuckwell & Associates Ltd.,
96 Piccadilly,
London, W.1.

Dear Mr. Culley,

"Dr. Who"

I am concerned at the attitude of Mr. Glatter of Paramount Laboratories over the preparation of his picture cards for the packets of sweet cigarettes.

He has expressed dis-satisfaction at the co-operation he is receiving from us, and has now requested written confirmation that he may write his own stories to include on the backs of the cards.

As you know, Ann Fitch has spent a considerable amount of time in obtaining photographs, going through the scripts and generally trying to explain to Mr. Glatter the contractual position.

I really feel that we have all spent quite enough time in dealing with Mr. Glatter. If you are agreeable, I suggest you offer to refund any advance he has made, as it is increasingly apparent that with our limited rights in artists, licences, scripts etc., we are not going to be able to meet Mr. Glatter's requirements.

However, if he declines the offer, would you please tell him I would be prepared to submit any story line he cares to let us have, to the scriptwriters for their agreement; and please emphasise too, that there are other interests involved in this type of merchandising beyond those of Paramount Laboratories and the BBC.

Yours sincerely,

Toy Williams
Assistant to Head of Business

16th September 1964.

Dear Mr. Culley,

As spoken, I am returning the proof of "Dr. Who and the Daleks" Sweet Cigarette packet, and I confirm that the only alterations we would like made to it are:

1. The removal of the BBC tv credit
- 2.. The inclusion of "Dr. Who" in the title.

Yours sincerely,



Ann Fitch

Assistant (Merchandising)

Richard Culley, Esq.,
Walter Tuckwell & Associates Ltd,
96 Piccadilly, W.1.

WALTER TUCKWELL & ASSOCIATES LTD

96 Piccadilly London W1

TELEPHONE GROSVENOR

CABLES: CHARACTERS LONDON



1st October, 1964.

Miss A. Fitch,
BBC (TV Enterprises),
Television Centre,
Wood Lane,
London W.12.

Dear Miss Fitch,

Dr. Who & The Daleks - Sweet
Cigarettes

Herewith for your approval the suggested editorial
for the first twenty-five picture cards received from
Mr. P. Glatte, Paramount (Laboratories) Ltd. I trust
these are in order and I look forward to hearing your
reply on this matter.

Yours sincerely,
WALTER TUCKWELL & ASSOCIATES LTD.


Richard Culley.

25 CARDS ON
"DR. WHO AND THE RETURN OF THE DALEKS"

- NOTES:
- The artist was responsible for the main sections of the Dalek book which is to be published shortly - so details are accurate.
 - The concentration is mainly on the Daleks because they have such popular appeal.
 - Each card contains a separate incident, but the full story needs 25 cards - in this way there is the desire to collect the next card, without the frustration of a normal serial
- (another 25 card story of Dr. Who - Daleks or Voords and Cowboys is planned if required).

.....

1. "Dr. Who" travels to Varinus, planet of the Voords. He is astonished to find Daleks fighting Voords. Daleks find that Voords are planning to travel to earth in search of a mysterious power. They join forces.
2. The Voords have constructed a special spaceship but haven't the knowledge to travel the vast distance in space and time (no difficult unified field theory or Einstein time-slipping - simple statements.) "Dr. Who" is captured and forced to disclose secret of Ultron travel (Ultra Chronos - beyond time, which is above speed of light).
3. The spaceship sets off - approaching speed of light, "Dr. Who" threatens to pull the vital lever (which would disintegrate the ship). The Daleks are confused, but Voords overpower "Dr. Who".
4. "Dr. Who" is set adrift in space, but Daleks rescue him for their own ends. They keep him secretly in part of the spaceship.
5. "Dr. Who" is startled to learn that the Daleks and Voords are planning to reach our solar system. He escapes and sends signal to earth.
6. "Dr. Who" hides as Voords rush into transpace message room. Just in time they leave, as answer flashes back from earth.

contd/..

contd/...

7. "Dr. Who" at transpace radio - "Which planet is spaceship making for?". "Dr. Who" has no idea but tells earth to warn all planets. Then the Daleks imprison him again.
8. Earth Space Station - Scientists at instruments - they have lost track of Dalek spaceship - chief scientist decides there is no chance of Daleks reaching earth. They take only minor precautions.
9. Passing Saturn - Grand Space view seen through windows of spaceship. Daleks plan to destroy the Voords, but "Dr. Who" overhears their plans.
10. "Dr. Who" attracts attention of Chief Voord - The Voord is astonished to discover "Dr. Who" is still in the ship. Voords are told of the Daleks plan and round up the Daleks - but a Dalek hides.
11. Approaching earth, the free Dalek attacks Voord guards - frees other Daleks - great fight between Daleks and Voords.
12. "Dr. Who" climbs into escape capsule as fight continues - the ship's power centre is hit by Dalek ray-gun - ship disintegrates and "Dr. Who" shoots out in capsule.
13. "Dr. Who" (shooting towards earth) tunes in his space scanner and sees Daleks on their hoverbouts (the transolar discs) - but Voords have been destroyed.
14. "Dr. Who" is trying to contact earth with the capsule's radio when a Voord leaps on him - this Voord had already hidden in the capsule - he is the Chief Voord with the knowledge of the Great Power that could be gained from earth (see card one).
15. The Daleks on their Hoverbouts see that the capsule is heading for South American Jungle (the exact area must be left vague) - they follow the capsule. Earth space V.L. orders space fighters to intercept.
16. Space fight - many Daleks destroyed, but capsule lands in jungle - remaining Daleks land nearby - earth fighters have to break off encounter.
17. Voord and "Dr. Who" climb from capsule, "Dr. Who" rescues Voord from alligator - in return the Voord agrees to help "Dr. Who" locate and fight the Daleks.

contd/...

contd/...

18. "Dr. Who" and Voord find Daleks and hear their plan - there is a certain type of mushroom, that grows in the area, which was used by Inca Priests in the past. It gives superhuman powers (this is fact). "Dr. Who" realises that if the Daleks take the juice of these fungi into their brain cells (see "Anatomy of the Dalek" in the new Dalek book). Their brain power will be so great, they will outwit any power used against them.
19. Daleks set out on their search for these mushrooms - blasting down jungle as they go. The Chief Voord (with "Dr. Who") has the secret of the true fungi - "Dr. Who" tells the Voord to contact Daleks and lead them to the deadly mushrooms.
20. The Voord meets the Daleks - explains that he survived and knows the secret of the mushrooms. He leads them to the mountain of the deadly fungi - the Daleks take in the juices.
21. "Dr. Who" has followed and watches aghast as the Daleks shout with excitement - their brain power has been increased! They have become aware, by this power, that an earth fighter fleet is approaching. They plan to ambush it - "Dr. Who" thinks that Voord has double crossed him.
22. The Daleks lurk behind mountain peaks as fighter fleet approaches - the Voord is kept on the hoverbouts of a Dalek - "Dr. Who" can do nothing to warn the earth fighters.
23. The Daleks swoop down on the unprepared fighters - in the first dive, half the fleet is destroyed. It seems that nothing can stop their onslaught - it is now power enables them to anticipate every action of the earth pilots.
24. Close-up of "Dr. Who", delighted. He watches as the Daleks fall from their hoverbouts - the deadly mushrooms have destroyed them - the Voord had kept to his bargain but was killed as the hoverbouts crashed.
25. "Dr. Who" inside one of the earth craft heading back to England. - Earth had been saved from a Dalek conquest, not by great scientific forces - but by a simple jungle fungus!

F
Mrs. Beryl Vertue,
A. L. S. Management Limited,
9, Crane Court,
London, W. 2.

8th October, 1964.

Dear Beryl,

Dr. Who and The Daleks
Sweet Cigarettes

Thank you for your letter of the 7th October regarding the above which I have discussed with John Grove and we have decided that we will go ahead with this licence if only to find out for ourselves what the income potential is on this form of merchandising.

Kind regards,

Yours sincerely,

Roy Williams
Assistant to Head of Business

rwishj

12th October 1964.

Dear Richard,

FARM UNIT (LAF. 10011) Ltd,

This is to confirm that the Corporation approves the story outline for the sweet cigarette cards. I should just like to point out, though, that neither Meryl Virtue nor ourselves are very impressed with this idea, and if a further licence is likely to be granted to this firm we would insist on a better standard.

Yours sincerely,

Ann Fitch
Assistant (Merchandising)

Richard Culley, Esq.,
Walter Lockwell & Associates Ltd,
96 Piccadilly,
London W.1.

27th October 1964.

Dear Mr. Glatter,

Richard Culley has asked me to let you have the Corporation's comments on the proof of the container for your sweet cigaretten.

Apart from one small point we are very pleased with it. The point in question is one that has been brought up several times, and is that the Corporation does not want any reference made to it such as you have on this box, i.e. 'by arrangement with the BBC'. I shall be grateful, therefore, if you would arrange to have this deleted. If, however, it is essential that some reference should be made to the Corporation, then we would agree to the usual copyright notice being used, i.e. © BBC tv 1964.

Yours sincerely,

Ann Fitch
Assistant (Merchandising)

P. G. Glatter, Esq.,
Paramount (Laboratories) Ltd,
Dover Road, Trading Estate,
Slough.

PARAMOUNT (LABORATORIES) LTD.

Directed by P. Glatter L. Glatter

MANUFACTURERS OF CADET SWEETS

DOVER ROAD, TRADING ESTATE
SLOUGH · BUCKS

Telegrams: PARAMATICS, SLOUGH, BUCKS.

and SL.

Telephone: SLOUGH

YOUR REF. _____

OUR REF. PG/RG

29th October, 1964.

BBC Television Enterprises,
BBC Television Centre,
London, W.12.

For the attention of Miss A. Fitch.

H. 30/10

Dear Madam,

Many thanks for returning our sketch of "Dr. Who and the Daleks".

Regarding your note, we should like to explain that it was already pointed out to the printers that the words "by arrangement with the BBC", must be deleted. Mr. Culley was informed of this alteration, but it would have taken too long to have a new sketch made for your approval.

Yours sincerely,
PARAMOUNT (LABORATORIES) LTD.

Glatterwood (no.)
P.P. Glatter.

c.c. Mrs. Beryl Vertue.

17th February 1965.

Dear Richard,

Paramount (Laboratories) Ltd - 2nd series

I am sending the above to Mrs. Vertue and have asked her to return it to you with any comments she has to make.

As I told you on the 'phone, we are not too happy about the use of the two headed monster from the Bulck book, or the Dalek Emperor which I believe comes from the TV 21's strip cartoon, but we will accept Mrs. Vertue's views on it.

As I told you this morning, Donald Wilson, the head of the Production Department, was so impressed with the artwork that he has asked if it would be possible for him to have the complete sheet when Paramount have finished with it. Could you please find out for me whether this is possible?

Yours sincerely,

Ann Fitch
Assistant (Merchandising)

Richard Culley, Esq.,
Walter Tuckwell & Associates,
96 Piccadilly,
London W.1.

Wms - recd A-2
17th February 1965.

Dear Mrs. Vertue,

Paramount (laboratories) Ltd. - 2nd Series

I am sending you the above which is for the 2nd series of Cigarette cards, also a copy of my letter to Richard Culley.

As you will see from this letter, we are not completely happy about the use of the two headed monster or the Dalek Emperor. Apart from the fact that this is departing from the programme, I am a little worried about giving approval to manufacture something that is not based on material originated by the Corporation. One point I should mention is that the artist who drew this also did the drawings for the book. Having made this point we are prepared to fall in with your views on the subject.

Yours sincerely,

Ann Fitch
Assistant (Merchandising)

Mrs. Beryl Vertue,
A.L.S. Management,
9 Orme Court,
London W.2.

c.c. Mrs. Vertue

19th February, 1965

Dear Richard, *Drum - Merch A-2*

Paramount (Laboratories) Ltd.

This is to confirm that both Mrs. Vertue and the Corporation agree to your giving the above firm Export rights to Canada for Sweet Cigarettes.

Yours sincerely,

Ann Fitch
Assistant Merchandising

Richard Culley Esq.
Walter Tuckwell & Associates,
96, Piccadilly,
London, W.1.

7

WALTER TUCKWELL & ASSOCIATES LTD

96 Piccadilly London W1

TELEPHONE GROSVENOR

CABLES: CHARACTERS LONDON



5th July 1965

R. Williams, Esq,
BBC tv Enterprises,
Threshold House,
Shepherds Bush Green,
London, W.12.

Dear Roy,

PARAMOUNT LABORATORIES.

The above company would like to export their sweet
cigarettes to TANZANIA!! Such authority to be revocable
at 90 days notice.

Yours sincerely,
for WALTER TUCKWELL & ASSOCIATES LTD,


Richard Culley.

c.c. Mrs. Beryl Vertue,

7th July, 1965

Dear Richard,

Paramount Laboratories:
Sweet cigarettes

Thank you for your letter of the 5th July. We agree that the above Company may export their sweet cigarettes to Tanzania, such authority to be revocable at 90 days' notice, provided Mrs. Vertue agrees to this.

Do you think they might like the jelly babies too?!

Yours sincerely,

(Valerie Crane)

Richard Culley, Esq.,
Walter Tuckwell & Associates Ltd.,
96, Piccadilly,
London, W.1.

c.c. Mrs. Beryl Vertue